

Claims

1. A system using the non-protocol portion of a Universal Resource Locator names to represent individuals by:
 - a. Having the individual's name or representation of his name as the third level domain name (subdomain) associated with a second level and first level domain names, and
 - b. Having file directory names for the above such that using his name-subdomain-file directory combination can show, using the Internet http addressing, his differing web content (profiles) for different file suffixes,
 - c. giving the individual the ability to change his file directory name while retaining its original web content, and
 - d. having this name change process such that it is layman user friendly,

such that the individual can have an easy way to communicate his representation, have profiles of his communicated representation be addressable and shown on the Internet.

2. A system of websites comprising of
 - a. Using for its individuals' participants representations name-Subdomain-Domain-File Directory syntax,
 - b. means of extracting data fields and data from the webpages of such syntax
 - c. means of manipulating data extracted, and

- d. means of presenting such manipulated information using the Internet,

such that these websites can form a form of individuals' exchange system.
- 3. The website in claim 2 applied toward eCommerce
 - a. Whereby each individual has his own name-subdomain-domain-file directory website address to use to as an identity within an eCommerce site.
- 4. The websie in claim 2 applied toward employment
 - a. Whereby each individual has his own name-subdomain-domain-file directory website address to use to as an identity within an employment site.
- 5. The websie in claim 2 applied toward matchmaking
 - a. Whereby each individual has his own name-subdomain-domain-file directory website address to use to as an identity within a matchmaking site.
- 6. A contacts management system that comprises of the claims 2 and is
 - a. capable of extracting contacts information from the data and data fields, and
 - b. capable of manipulating contacts information,

such that a business card and more information can be easily transferred and exchanged.
- 7. A contacts management system that comprises of the claim 6 and is able to provide consolidated profile information about an individual by:

- a. Using a system of prioritization and consolidation to manipulate its stored identities

such that fuller and easier views of individuals are available through the contact manager.

8. The addressing system in claim 1

- a. with the added feature of having a public communications, spam-resistant communications system added to its name-Subdomain-Domain address

such that a public, easy-to-recall communications system can be set.

9. A method in which the addresses in claim one

- a. Carry authorization information for which websites are authorized to extract and participate its information

such that an approval-for-use procedure is available for the individual.

10. A method to establish personal branding characteristics by

- a. Using the text portion of the name-Subdomain-Domain portion of a name-subdomain-domain-file-suffix or name-subdomain-domain to establish identity in websites,
- b. allowing the websites to rank the personal identity

c. consolidating the various personal identities
such that personal branding characteristics can be established on the Internet.

11. A system of using layman-changeable file directory names in claim 1 further comprising of:

1. a module to enable for the change of the directory name to a second name,
2. a module that erases or redirects the first name, and
3. a web entry point for this change,

such that a layman can change his file directory in an address system to preserve privacy.